

## BASIC CARTON PROMOTION (7/1/94-9/30/94)

- Carton promotion with T-Shirt attached on carton
- 1.1 MM circulation
- Bounceback offer on 3 items

Assume 98% of 1.1MM deals will be purchased by consumers:

1,078,000

	AVERAGE ESTIMATED %RESPONSE	HISTORICAL #PK UPGS	ESTIMATED ITEM ORDERS	COMPARABLE ITEMS IN DISCOUNT PROGRAMS	HIGHEST ESTIMATED %RESPONSE	HIGHEST ESTIMATED ITEM ORDERS
Sweatshorts (\$5)	0.53	15 - 20	5,724	- clothing items requiring 15 to 23 UPC	0.67%	\$7,223
Sweatshirt (\$10)	0.83	30	8,978	- sweatshirt	1.14%	\$12,289
Sweatpants (\$10)	0.70	30	7,508	- sweatpants	0.97%	\$10,452
TOTAL	2.06		22,210		2.78%	\$28,968
Sweatshorts (\$5)			\$28,618			\$36,113
Sweatshirt (\$10)			\$59,784			\$122,892
Sweatpants (\$10)			\$75,080			\$104,565
TOTAL			\$193,482			\$263,571

A/P

F/L

DISCOUNT BRANDS	PROGRAM	PREMIUM	#UPGS	\$/CASH/PHU	%RESPONSE	CIRCULATION	12MM SHIPMENT SHARE	50,000,000 12MM NTS SMOKER PENETRATION	POTENTIAL FULFILLERS	CIRCULATION/ FULFILLERS
BASIC						1,078,000	5.14%	2.80%	1,400,000	0.77 1.24
Alpine Warm Up Collection (3/1/92)	Sweatshirt	20 pk		\$0.00	1.03					
On pack	Sweatpants	30 pk		\$0.00	0.97					
Total	Turtleneck	20 pk		\$0.00	0.61					
					2.63					
						834,900				
							0.57%			
								0.40%		
Buckskins Catalog Order Form (3/1/91)-Regional	Boxers	1 ct		\$0.00	0.41					
On carton	T-shirt	2 ct		\$0.00	0.43					
	Cap	1 ct		\$0.00	0.52					
	Sweatshirt	3 ct		\$0.00	0.93					
	Sweatpants	3 ct		\$0.00	0.77					
Total					3.06					
						1,100,000				
							0.50%			
								0.10%		
Bucks Order Form (5/1/91)-Regional	Boxers	10 pk		\$0.00	0.54					
On pack	T-shirt	20pk		\$0.00	0.67					
	Cap	10 pk		\$0.00	0.92					
	Sweatshirt	30 pk		\$0.00	1.14					
	Sweatpants	30 pk		\$0.00	0.81					
Total					4.09					
						1,300,000				
							0.40%			
								0.10%		
Cambridge Spring Bonanza (3/1/93)	Sweatshirt	30 pk		\$3.00	0.23					
On carton	Sweatpants	30 pk		\$3.00	0.24					
	SS/SF set	60 pk		\$3.00	1.06					
	T-shirt	15 pk		\$3.00	0.08					
	Cap	8 pk		\$3.00	0.02					
	T/C set	23 pk		\$3.00	0.86					
Total					0.49					
Total program	7 other non-clothing items				0.10%					
						1,500,000				
							1.89%			
								1.90%		
								950,000		
									1.58	1.6

3.2

PREMIUM BRANDS	PROGRAM	PREMIUM	#UPGS	\$/CASH/PHU	%RESPONSE
Marlboro '89 Offer/Red Sweat (9/1/89)-12 mkt West & mid-West	Sweatshirt	25 pk		\$0.00	12.18
On pack	Sweatpants	25 pk		\$0.00	12.13
					2,415,000
					25.80%
					12,000,000
					0.19 5.34
Marlboro Menthol Hooded Sweatshirt (1/1/91)-Region 1	Sweatshirt	20 pk		\$0.00	5.18
On pack					810,000
					0.60%
					300,000
Marlboro Menthol Sweatpants (10/1/92)	Sweatpants	25 pk		\$0.00	5.05
On carton					705,000
					0.50%
					250,000
					2.82 3.3

3.1

MISCELLANEOUS	PROGRAM	PREMIUM	#UPGS
Parliament Get Away II	Fleece Pullover	110	
Parliament Get Away II	Long Sleeve T	35	
Mont Getting Away	Fleece Jacket	75	
Marlboro Adventure Team	Gear and Long Shorts	40	
Marlboro Adventure Team	Sweatshirt	79	
B&H Kings TTEO	Shorts	30	
B&H Kings TTEO	Sweatshirt	75	

A/P 1/1/92 RCO

504 - 11 62277

37 - 1052 1405

412 - 1068

11/26

POTENTIAL UPC REDEMPTION BASED ON VARYING CONSUMPTION LEVELS:  
 1 pack a day  
 2 packs a day  
 Avg. consumption for Basic smoker (NTS 12MM 1/94) 26 sticks per day (1.3 pks/day)

 90 UPGs  
 135 UPGs  
 117 UPGs

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